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Message Text

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PAGE 01 BRUSSE 07631 081618Z
ACTION EB-07

INFO OCT-01 EUR-12 ISO-00 USIA-15 /035 W
----------106117 090224Z /65
R 081609Z JUL 77
FM AMEMBASSY BRUSSELS
TO SECSTATE WASHDC 0740
USDOC WASHDC

UNCLAS BRUSSELS 07631

E.O.11652: N/A
TAGS: BEXP, BE
SUBJECT: THIRD QUARTER PROGRESS REPORT ON COUNTRY
COMMERCIAL PROGRAM

SUMMARY

1. HIGHLIGHT OF QUARTER WAS SUCCESSFUL LABORATORY INSTRUMENTS CATALOG SHOW MARCH 30 TO APRIL 5 AT INSTRURAMA. FOOD PROCESSING AND PACKAGING TRADE MISSION SCHEDULED FOR MAY WAS CANCELLED, STAFF SHORTAGES REQUIRED A REPROGRAMMING OF FUNCTIONS, PROMOTION OF PARIS AIR SHOW WAS EXTENSIVE AND EMBASSY COMPLETED ARRANGEMENTS WITH SARMA FOR IN STORE PROMOTION.

2. UNDER CAMPAIGN #1, EMBASSY UNDERTOOK HEAVY MAILING TO ORGANIZE GROUP FLIGHT TO DALLAS SHOW BUT FAILED IN OBTAINING REQUISITE NUMBER. NUMBER OF BELGIANS DID ATTEND SHOW BUT TRAVELED INDEPENDENTLY.

3. CAMPAIGN #3, LAB INSTRUMENTS, WAS GREATLY ASSISTED BY INSTRURAMA CATALOG SHOW. EMBASSY SUBMITTED OVER 90 TRADE OPPORTUNITIES (GREATLY EXCEEDING CCP OBJECTIVES) AND ABOUT 400 TRADE LEADS TO PARTICIPANTS AS RESULT OF COMMERCE ORGANIZED SHOW.

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4. CAMPAIGN #4, FOOD PACKAGING AND PROCESSING, WAS TROUBLED BY CANCELLATION OF SCHEDULED TRADE MISSION. CONSULATE GENERAL ANTWERP UNDERTOOK ADDED TASKS TO REPLACE PROGRAMMING GAP WITH SERIES OF ADS SUBMISSIONS AND PREPARATION OF SEVERAL MARKET DATA SHEETS.

5. CAMPAIGN #5, CONSUMER GOODS, WAS NOTABLE FOR

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CONFIRMING ARRANGEMENTS FOR IN STORE PROMOTION AT SARMA IN 1978.

6. UNDER THE VISIT USA CAMPAIGN, EMBASSY AND VISIT USA COMMITTEE DRAFTED AND TRANSLATED INTO FRENCH AND DUTCH A BROCHURE ON US TRAVEL WHICH WAS PRINTED BY USTS PARIS; EMBASSY ALSO UNDERTOOK DISTRIBUTION TO ALL POSSIBLE END USERS. PREPARATION OF BROCHURE WAS NOT INCLUDED IN CCP SINCE FUNDS WERE ONLY RECENTLY MADE AVAILABLE.

7. VACANCIES IN TWO COMMERCIAL POSITIONS CAUSED BY PROLONGED ILLNESS SINCE LATE 1976 WAS PARTIALLY COMPENSATED FOR BY ONE PIT POSITION AND BY MAKING ADDED DEMANDS ON EMBASSY AND CONGEN ANTWERP RESOURCES. CHAMBERS

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Message Attributes

Automatic Decaptioning: X
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TAGS: BEXP, BE
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